

2014 SPRING SEMESTER

59 Carroll Hall

Mondays and Wednesdays

3 p.m. to 4:50 p.m.

Terence Oliver Assistant professor

76 Carroll Hall

(919) 843-5841

olivert@email.unc.edu

Office Hours

Mondays and Wednesdays

1:30 p.m. to 2:30 p.m.

and by appointment

JOMC483

Magazine Design (print & iPad)



The magazine industry is characterized by **competition**. Whether a magazine is nationally distributed for a mass audience or a highly specialized title, it will likely have several direct and many more indirect competitors fighting for the same subscribers and advertisers.

To stand out in this crowd, magazines must establish a **recognizable brand**. And while this is done through unique content and the voice of the publication, these concepts are projected through design.

In JOMC483 you will work in a team to develop a design strategy for a new magazine, and then you will produce the first edition. In this class we will work with Professor Linda Brinson's magazine editing class, which will provide the concept and content for our publication. We will also have an iPad only magazine that you all will develop from the ground up.

Description and policies

Course description

In **Magazine Design** you will put the skills from **Introduction to Graphic Design** and **Newspaper Design** to work as you prototype and create a new publication from scratch.

In this class you will continue to develop your skills in **Adobe InDesign CS6, Photoshop CS6 and Illustrator CS6**.

This is a project-based class, and you will be working in teams for the semester. Thus, attendance and participation will be crucial, and unexcused absences **will affect your final grade**. You will be doing **peer evaluations** during the semester, and these will also be part of the grading.

I expect that you will conduct yourselves within the guidelines of the Honor System. All work must be completed with the high level of honesty and integrity that this university demands.

Note: The schedule in this syllabus is a **guideline**, and the production schedule is likely to be updated as the semester progresses.

Attendance Policy

Each student will be allowed two unexcused absence. Additional unexcused absences will result in a 5% reduction in your final grade.

In addition, every five late arrivals will result in a 5% reduction in your final grade.

Items to purchase

USB stick

You will need a USB stick to back up your files. Please remember that you are responsible for backing up your work. No deadline can be missed due to loss of data.

Assignments and grading

Grading

This is a project-oriented course. Therefore, the grading will be based on various in-class/take-home projects. Because this class is also about working in groups, 10% of your grade will be determined by how you worked with your art director and others.

Components

	Value
Front of Book Print	20%
Well Content Print	25%
Back of Book Print	20%
iPad	30%
Participation	5%
Total	100

Scale

Points	Grade
93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
59 and below	F

Assignments and grading

Grading criteria

Be prepared to aggressively work on your magazines outside of class. You will have time during class for hands-on work, but there will be lots of work needed outside of class to accomplish the expected goals of excellence. It is the responsibility of each designer to organize their time in order to meet the deadlines.

This is a capstone class, where you are expected to apply the skills learned in Graphic Design, Newspaper Design and other preceding classes. Your pages are evaluated on the application of the design principles and software uses learned in the prerequisites. However, you are expected to push creatively and build from there. You are encouraged and expected to push for high innovative and creative goals.

These are the main general grading criteria I will be using for the projects:

1. Aesthetic design and good use of typography.
2. Innovation (efforts that go beyond the status quo to further the story and enhance communication in different and effective ways).
3. Execution.

Every project must be completed on schedule (sometimes these deadlines are established days and weeks in advance like a real magazine startup).

Three things that you want to avoid and that could have a negative impact on your grade:

- 1) Coming to class late.
- 2) Texting on and updating on your phone.
- 3) Checking email, writing emails and going on Facebook in class.

Please be professional!

Guest speakers

During the semester we will try to bring a design industry leader to class as a guest speaker via Skype.

iPads

If you have access to an iPad or can get someone to buy you one, now would also be a good time get one (or a good excuse to beg for one). However, each of the selected leaders will have access to the three iPads that belong to our visual communication sequence.

Course calendar

NOTE: This schedule is a guide and based on real-world startup magazines and iPad creation. Therefore, it may have slight tweaks and change somewhat as the semester progresses.

		<i>Discussion</i>	<i>Notes</i>
<i>January</i>	Wednesday 8	Introduction to the course, orientation to the lab, setting goals. Come to next class with two ideas for iPad	
	Monday 13	Brainstorming for iPad subject	
	Wednesday 15	Alternative story forms and the iPad magazine. Begin discussions about content for iPad magazine with writers.	
	Monday 20	NO CLASS: Holiday	
	Wednesday 22	iPad discussions and movement toward work on style guides/prototypes, etc.	
	Monday 27	Meet with Professor Brinson's class to hear print magazine pitches.	
	Wednesday 29	Announcement of Magazine choice. Continue iPad production along with writers. Begin print magazine foundation.	
<i>February</i>	Monday 3	Work on style guides/prototypes. iPad research/explorations. Discussion Story list for print.	
	Wednesday 5	Continue production on both, but also work with writers. iPad research/explorations.	
	Monday 10	Continue production on both, but also work with writers.	
	Wednesday 12	Continue production on both, but also work with writers. Print magazine style, templates, etc. should be completed.	
	Monday 17	Tweak style guides/prototypes. iPad research/explorations. Plan and preparation for FOBs.	
	Wednesday 19	FOB print content due to designers	
	Monday 24	Work on FOB pages. Make progress with iPads	
	Wednesday 26	Work on FOB pages. Make progress with iPads Finalize file structure/organization on server for both iPad and print.	

Course calendar

		<i>Discussion</i>	<i>Notes</i>
<i>March</i>	Monday 3	Work on FOB pages. Make progress with iPads. Plan and preparation for Wells.	It is important to get aggressive here and get ahead because it gets pretty crazy after break.
	Wednesday 5	Plan and preparation for Wells. Make progress with iPads FOBs due in our class.	
	Break		
	Break		
	Monday 17	FOB PDFs to writers at the start of class. Plan and preparation for Wells. Make significant progress with iPads	
	Wednesday 19	Production: Well content due to designers This is where the overlap starts. Work to correct/tweak FOBs. Discuss cover art w/writers	FOB to bed
	Monday 24	Production: Well, Cover. iPad production	Even more outside class production and team sessions needed about this point in the semester.
	Wednesday 26	Production: Well, Cover. Print BOB stories from writers.	Same as above.
	Monday 31	Production: Well, Cover. Well due in our class. Work on iPads. ToC due to us.	Tighter turnaround for BOBs. Plan accordingly.
<i>April</i>	Wednesday 2	Well PDFs due to writers at start of class. Deliver Cover PDF to writers (or next class if needed). Production: BOB content to designers.	Hustle hard!
	Monday 7	Work to correct/tweak Wells. BOB due in our class.	Well to bed. Plus, even more outside class production and team sessions needed about this point in the semester.
	Wednesday 9	BOBs PDFs due to writers. Work on iPads. Editors Note due to designers.	All Hands on Deck! BOB to bed
	Monday 14	Production: All outstanding elements Work to correct/tweak BOBs. Finish iPads	All Hands on Deck!
	Wednesday 16	Production: All print production checks are complete. Finish iPads	All Hands on Deck!
	Monday 21	Production: Upload to California goal.	Yay! Team!
	Wednesday 23	Any loose ends finished. Upload to Apple target for iPad. Although we don't have a final scheduled for our class, please plan to avail yourself to the team after the last day of class if we have any unexpected technical issues (hopefully we won't).	Yay! Team!